156-L

SIMPLE TEST PROVES *INSTANTLY* PHILIP MORRIS ARE LESS IRRITATING

*Now you can confirm for yourself, Doctor, the results of the published studies**

156-L

HERE IS ALL YOU DO:

1 . . . light up a PHILIP MORRIS

Take a puff—DON'T INHALE. Just s-l-o-w-l-y let the smoke come through your nose. Easy, isn't it? AND NOW...

2 . . . light up your present brand

DON'T INHALE. Just take a puff and s-l-o-w-l-y let the smoke come through your nose. Notice that bite, that sting? Quite a difference from PHILIP MORRIS!

16-P ~~75A~~
16-P' ~~75A'~~

With proof so conclusive . . . with your own *personal experience* added to the published studies* . . . would it not be good practice to suggest PHILIP MORRIS to your patients who smoke?

152-L

PHILIP MORRIS

Philip Morris & Co., Ltd., Inc., 100 Park Avenue, New York 17, N.Y.

*Proc. Soc. Exp. Biol. and Med., 1934, 32, 243-245; N. Y. State Journ. Med., Vol. 35, 6-1-35, No. 11, 590-592; Laryngoscope, Feb. 1935, Vol. XLV, No. 2, 149-154; Laryngoscope, Jan. 1937, Vol. XLVII, No. 1, 58-60

156-L

Ad No. 146-C—Medical Publications—Spring, 1950 (4¼ x 6¾)

4¼ x 6¾
P. O. 5442
5861— 2-R DTS—4-21

2061193693

149-M

Source: https://www.industrydocuments.ucsf.edu/docs/gzhx0001

2061193693